



# DAGENS LOGISTIK

MEDIA INFO 2024



## DL Magazine

👉 Circulation: 2,500 copies  
4 editions/year

👉 Members' magazine for  
PLAN



## Dagenslogistik.se

👉 Daily News Update

👉 9,000 unique visitors/week

👉 11,600+ followers on LinkedIn



## DL Newsletter

👉 Weekly Analysis & News Summary

👉 2,700+ active subscribers

Dagens Logistik is Sweden's leading source of knowledge in logistics, and a proud member magazine for the Logistics Association Plan. If you want to reach out to the industry, it's with us that you should make yourself seen.



Advertising

Sponsorship

Collaborations

# WE MAKE DAGENS LOGISTIK POSSIBLE

**SLP**

Eskilstuna  
**logistik**

**ELEMENT**  
LOGIC

**LOGICENTERS**

Consafe Logistics

**DFDS**

*Optilon*

**S&S SCHÄFER**

**SWI  
ESL  
OGL**

**CATENA**

**AFRY**

**LANGEBÆK**

**INTERROLL**

**LOGENT**  
SUPPORTING LOGISTICS

**STENDÖRREN**

*Lokaler som gör skillnad.*

**SiB**  
SOLUTIONS  
enabling flawless logistics

**HÖRMANN**

**DESCARTES™**

**reflex**  
live logistics

**SWECO**

**KNAPP**

**PROTAN**

**plan**

**Do you want to become a sponsor of Dagens Logistik?**

Read more on [www.dagenslogistik.se](http://www.dagenslogistik.se)

# Sponsorship and advertising

**Dagens Logistik is Sweden's leading media channel for logistics news. With our four in-depth magazines per year, daily updated news site and our popular newsletter, we are a must-have for Sweden's decision-makers in logistics. Over 11 600 readers follow us on LinkedIn, and our articles there are widely disseminated. If you want to be seen in the logistics industry, it's with us that you should make yourself seen.**

## **BECOME A SPONSOR OF DAGENS LOGISTIK**

All sponsors receive their logo in the magazine on our sponsor page, as well as a presentation with logo and link on our news site. The sponsors are also presented in a carousel on the front page. All sponsorships include a corporate subscription to the magazine.

**Basic sponsorship 15 000 SEK/year**

### **Sponsorship with a half-page advertisement**

Sponsorship with a half-page advertisement in 4 editions of our magazine Dagens Logistik for one year.

**60 000 SEK/year**

### **Sponsorship with a full-page advertisement**

Sponsorship with a full-page advertisement in 4 editions of our magazine Dagens Logistik for one year.

**80 000 SEK/year**

### **Sponsorship with a spread advertisement**

Sponsorship with a spread advertisement in 4 editions of Dagens Logistik one year.

**120 000 SEK/year**



## **ADVERTISEMENT ON DAGENSLOGISTIK.SE**

**Our news site is visited daily by Sweden's decision-makers in logistics.**

### **Advertisement in side column**

Banner that appears in our right-hand column on the start page and subpages. Size: 336×240 pixels.

**5000 SEK/week**

### **Advertisement in content**

Banner in all articles. Size: 728×135 pixels. (plus 336×240 pixels for mobile view)

**10 000 SEK/week**

### **Large top banner**

Full-width banner in our main column on the start page and at the top of all subpages. Size: 1170×240 pixels. (plus 336×240 pixels for mobile view)

**10 000 SEK/week**

## **ADVERTISEMENT NEWSLETTER**

**Our popular and unique newsletter have over 2 500 subscribers, and over 1 000 readers every week.**

Full-width banner in the newsletter. Size: 1170×240 pixels. **5 000 SEK/week**

## **PAID COLLABORATIONS/NATIVE**

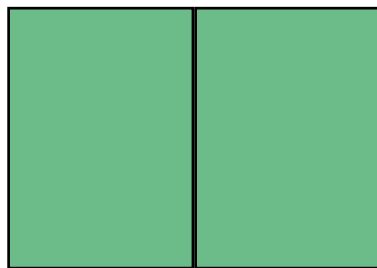
It is also possible to publish your own article on Dagens Logistik's channels: on [dagenslogistik.se](https://dagenslogistik.se) and/or in the magazine. The article is tagged as advertisement.

**Price example: Native on [dagenslogistik.se](https://dagenslogistik.se) for 2 weeks, with a teaser on the front page and in newsletter: 50 000 SEK.**

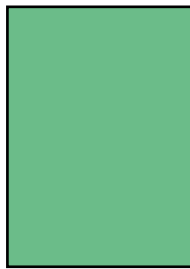
Contact the editorial team for more info and prices.

# Good to know - Advertising in the magazine

Formate & prices

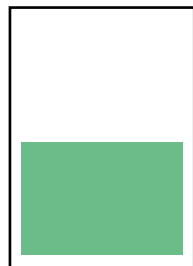


**Spread:** 430x270 mm + bleed 3 mm  
**Price:** 40 000 SEK



**Full page:** 215x270 mm + bleed 3 mm  
**Price:** 25 000 SEK

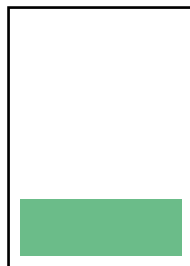
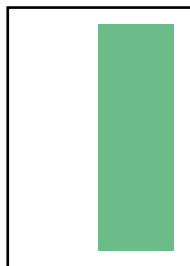
The newspaper's editorial staff is happy to receive information and press material for journalistic assessment. Contact Klara or Hilda.



**Half page Landscape:**

190x125 mm

**Portrait:** 92x244 mm, Price:  
15 000 SEK



**Quarter side Landscape:**

190x57 mm Price: 10 000  
SEK

Printed ads must have 3 mm print and crop marks. Payment terms: 30 days net after the date of issue. VAT will be added to all prices. The pricing assumes print-ready digital advertising material (print-optimized pdf, no special ICC profiles are needed), delivered no later than the material deadline for each issue. The advertiser is responsible for ensuring that the material is of good printable quality.

Advertising material for the magazine should be sent to: Michael Wall, [info@michaelwall.se](mailto:info@michaelwall.se)

Web address: [www.dagenslogistik.se](http://www.dagenslogistik.se)

Printing house: Hyltetryck AB

Skriv text här

## Contact

Editorial staff



**Klara Eriksson**  
Editor in chief

[klara.eriksson@dagenslogistik.se](mailto:klara.eriksson@dagenslogistik.se)  
+46 73 653 07 72



**Hilda Hultén**

Editor & Publisher  
[hilda.hulten@dagenslogistik.se](mailto:hilda.hulten@dagenslogistik.se)  
+46 70 477 59 04



**Emanuel Lehtonen**

Web Editor  
[emanuel.lehtonen@dagenslogistik.se](mailto:emanuel.lehtonen@dagenslogistik.se)  
+46 73 594 25 52

## Advertising

**Contact**

[marknad@dagenslogistik.se](mailto:marknad@dagenslogistik.se)

### DL Magazine – preliminary publication plan 2024

Number 1	Week 9	12 februari	<b>Themes:</b> Digitalization, Logistics locations, Transport <b>Coverage:</b> D-Congress, 6–7 March Plan Conference, 23–24 April, Eskilstuna
Number 2	Week 20	29 April	<b>Themes:</b> 3PL, E-commerce, Energy <b>Coverage:</b> Almedalen, v 27, Visby
Number 3	Week 38	2 september	<b>Themes:</b> Real estate, SCM, Logistics locations, Industry <b>Coverage:</b> business Arena 18-19 Sep Stockholm, 5 Nov Gothenburg
Number 4	Week 45	21 oktober	<b>Themes:</b> Transport, Sustainability, Research <b>Coverage:</b> Logistics & Transport 14–15 Nov 2024, Gothenburg
Fair Guide LoT	Week 46	25 oktober	Dagens Logistik produces the official guide for the Logistik & Transport fair 2024 on November 15-16. The guide contains the exhibitor list, hall map and conference program and can be found in the entrance to the fair.

For more information about advertising, sponsorship and native services, see our contact details above.